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UNITED STATES DEPARTMENT OF AGRICULTURE
Federal Extension Service
Washington 25, D. C.

OUTLOOK WORK AS AN EXTENSION ACTIVITY

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The purpose of this statement is to present in outline form what may be considered to be the "outlook job" of the Extension Service, - (1) providing a continuous outlook information service, (2) developing a better understanding of the outlook, and (3) helping people use outlook in making decisions.

PREPARING AND RELEASING OUTLOOK
INFORMATION MATERIALS

- Regular current periodicals
- Newsletters and special briefs
- Commodity market information
- Consumer buying information
- Annual outlook statements
- Timely items on specific problems
- Press and radio releases
- Articles for magazines and journals
- Special reports on industry trends
- Background data on local situations
- Handbooks, slides, and charts

DEVELOPING A BETTER UNDERSTANDING OF THE "OUTLOOK"
AND THE VARIOUS FACTORS INVOLVED IN IT

- Meetings called for the specific purpose of presenting "outlook" information.
- Discussion of "outlook" wherever appropriate, as a part of other meetings.
- Training schools for county extension agents, and others.
- Special radio and television shows.
- Conferences and committee meetings.
- Counseling with individuals.

HELPING PEOPLE USE OUTLOOK INFORMATION
IN MAKING BUSINESS DECISIONS

- What the outlook is and what to do about it are two different things.
- What to do is a matter of business judgment resulting from a consideration of the outlook in the light of a number of other factors, all of which are related to the problem under consideration.
- The use of outlook, therefore, becomes a part of the decision-making process whether it has to do with the management of a farm, a produce business, a credit institution, a retail store, or a home.

